

# City of Frisco

## *Comprehensive Plan*

CPAC Meeting #3 | October 2, 2023



# Today's Agenda



- 1 Welcome
- 2 Open House Recap
- 3 Revisit Guiding Principles
- 4 Review Draft Objectives
- 5 Next Steps



## Tonight's Purpose:

Confirm **Land Use & Housing** objectives

# Plan Structure



Public Feedback | Staff Experience | CPAC Input | City Council Guidance

## Guiding Principles

Plan  
Chapters



Land Use	Housing & Neighborhoods	Economic Development	Transportation	Facilities & Services
<b>Objective LU.1</b> <ul style="list-style-type: none"><li>○ Strategy LU.1(a)<ul style="list-style-type: none"><li>✓ Action LU.1(a)(i)</li><li>✓ Action LU.1(a)(ii)</li></ul></li><li>○ Strategy LU.1(b)<ul style="list-style-type: none"><li>✓ Action LU.1(b)(i)</li><li>✓ Action LU.1(b)(ii)</li></ul></li></ul>	<b>Objective HN.1</b> <ul style="list-style-type: none"><li>○ Strategy HN.1(a)<ul style="list-style-type: none"><li>✓ Action HN.1(a)(i)</li><li>✓ Action HN.1(a)(ii)</li></ul></li><li>○ Strategy HN.1(b)<ul style="list-style-type: none"><li>✓ Action HN.1(b)(i)</li><li>✓ Action HN.1(b)(ii)</li></ul></li></ul>	<b>Objective ED.1</b> <ul style="list-style-type: none"><li>○ Strategy ED.1(a)<ul style="list-style-type: none"><li>✓ Action ED.1(a)(i)</li><li>✓ Action ED.1(a)(ii)</li></ul></li><li>○ Strategy ED.1(b)<ul style="list-style-type: none"><li>✓ Action ED.1(b)(i)</li><li>✓ Action ED.1(b)(ii)</li></ul></li></ul>	<b>Objective TR.1</b> <ul style="list-style-type: none"><li>○ Strategy TR.1(a)<ul style="list-style-type: none"><li>✓ Action TR.1(a)(i)</li><li>✓ Action TR.1(a)(ii)</li></ul></li><li>○ Strategy TR.1(b)<ul style="list-style-type: none"><li>✓ Action TR.1(b)(i)</li><li>✓ Action TR.1(b)(ii)</li></ul></li></ul>	<b>Objective FS.1</b> <ul style="list-style-type: none"><li>○ Strategy FS.1(a)<ul style="list-style-type: none"><li>✓ Action FS.1(a)(i)</li><li>✓ Action FS.1(a)(ii)</li></ul></li><li>○ Strategy FS.1(b)<ul style="list-style-type: none"><li>✓ Action FS.1(b)(i)</li><li>✓ Action FS.1(b)(ii)</li></ul></li></ul>
<b>Objective LU.2</b> <ul style="list-style-type: none"><li>○ Strategy LU.2(a)<ul style="list-style-type: none"><li>✓ Action LU.2(a)(i)</li><li>✓ Action LU.2(a)(ii)</li></ul></li></ul>	<b>Objective HN.2</b> <ul style="list-style-type: none"><li>○ Strategy HN.2(a)<ul style="list-style-type: none"><li>✓ Action HN.2(a)(i)</li><li>✓ Action HN.2(a)(ii)</li></ul></li></ul>	<b>Objective ED.2</b> <ul style="list-style-type: none"><li>○ Strategy ED.2(a)<ul style="list-style-type: none"><li>✓ Action ED.2(a)(i)</li><li>✓ Action ED.2(a)(ii)</li></ul></li></ul>	<b>Objective TR.2</b> <ul style="list-style-type: none"><li>○ Strategy TR.2(a)<ul style="list-style-type: none"><li>✓ Action TR.2(a)(i)</li><li>✓ Action TR.2(a)(ii)</li></ul></li></ul>	<b>Objective FS.2</b> <ul style="list-style-type: none"><li>○ Strategy FS.2(a)<ul style="list-style-type: none"><li>✓ Action FS.2(a)(i)</li><li>✓ Action FS.2(a)(ii)</li></ul></li></ul>

# Plan Structure



Public Feedback | Staff Experience | CPAC Input | City Council Guidance

## Guiding Principles

Tonight's Focus



Land Use	Housing & Neighborhoods	Economic Development	Transportation	Facilities & Services
<b>Objective LU.1</b> <ul style="list-style-type: none"><li>○ Strategy LU.1(a)<ul style="list-style-type: none"><li>✓ Action LU.1(a)(i)</li><li>✓ Action LU.1(a)(ii)</li></ul></li><li>○ Strategy LU.1(b)<ul style="list-style-type: none"><li>✓ Action LU.1(b)(i)</li><li>✓ Action LU.1(b)(ii)</li></ul></li></ul>	<b>Objective HN.1</b> <ul style="list-style-type: none"><li>○ Strategy HN.1(a)<ul style="list-style-type: none"><li>✓ Action HN.1(a)(i)</li><li>✓ Action HN.1(a)(ii)</li></ul></li><li>○ Strategy HN.1(b)<ul style="list-style-type: none"><li>✓ Action HN.1(b)(i)</li><li>✓ Action HN.1(b)(ii)</li></ul></li></ul>	<b>Objective ED.1</b> <ul style="list-style-type: none"><li>○ Strategy ED.1(a)<ul style="list-style-type: none"><li>✓ Action ED.1(a)(i)</li><li>✓ Action ED.1(a)(ii)</li></ul></li><li>○ Strategy ED.1(b)<ul style="list-style-type: none"><li>✓ Action ED.1(b)(i)</li><li>✓ Action ED.1(b)(ii)</li></ul></li></ul>	<b>Objective TR.1</b> <ul style="list-style-type: none"><li>○ Strategy TR.1(a)<ul style="list-style-type: none"><li>✓ Action TR.1(a)(i)</li><li>✓ Action TR.1(a)(ii)</li></ul></li><li>○ Strategy TR.1(b)<ul style="list-style-type: none"><li>✓ Action TR.1(b)(i)</li><li>✓ Action TR.1(b)(ii)</li></ul></li></ul>	<b>Objective FS.1</b> <ul style="list-style-type: none"><li>○ Strategy FS.1(a)<ul style="list-style-type: none"><li>✓ Action FS.1(a)(i)</li><li>✓ Action FS.1(a)(ii)</li></ul></li><li>○ Strategy FS.1(b)<ul style="list-style-type: none"><li>✓ Action FS.1(b)(i)</li><li>✓ Action FS.1(b)(ii)</li></ul></li></ul>
<b>Objective LU.2</b> <ul style="list-style-type: none"><li>○ Strategy LU.2(a)<ul style="list-style-type: none"><li>✓ Action LU.2(a)(i)</li><li>✓ Action LU.2(a)(ii)</li></ul></li></ul>	<b>Objective HN.2</b> <ul style="list-style-type: none"><li>○ Strategy HN.2(a)<ul style="list-style-type: none"><li>✓ Action HN.2(a)(i)</li><li>✓ Action HN.2(a)(ii)</li></ul></li></ul>	<b>Objective ED.2</b> <ul style="list-style-type: none"><li>○ Strategy ED.2(a)<ul style="list-style-type: none"><li>✓ Action ED.2(a)(i)</li><li>✓ Action ED.2(a)(ii)</li></ul></li></ul>	<b>Objective TR.2</b> <ul style="list-style-type: none"><li>○ Strategy TR.2(a)<ul style="list-style-type: none"><li>✓ Action TR.2(a)(i)</li><li>✓ Action TR.2(a)(ii)</li></ul></li></ul>	<b>Objective FS.2</b> <ul style="list-style-type: none"><li>○ Strategy FS.2(a)<ul style="list-style-type: none"><li>✓ Action FS.2(a)(i)</li><li>✓ Action FS.2(a)(ii)</li></ul></li></ul>



# Open House Recap

FRISCO

City of Frisco  
Comprehensive Plan  
Open House #1 | August 24, 2023



# Attendance



- In-Person Open House
  - August 24<sup>th</sup>, 6–8pm @ Frisco Public Library
  - **~100 attendees** (excluding CC, PZC, CPAC)
  - 11 Board exercises and 2 presentations
- Virtual Open House (VOH)
  - Open August 24<sup>th</sup> to September 7<sup>th</sup>
  - **164 unique visitors** (299 total comments)
  - 4 activities simulating in-person event



# Attendance Takeaways



- Diverse attendance
  - Race
  - Age
  - Tenure in Frisco
- Positive verbal feedback
- Library foot traffic and visibility





# Visioning Feedback



I love the focus on bringing arts experiences to Frisco. Our kids are active in the arts through the school district- it's important to give them places to perform and outlets to pursue after they graduate.

♥ Something I LOVE about Frisco... | 19 days ago  
Like 👍+5 Dislike 👎

New library and all the parks are great. Having schools near where people live is nice, especially the ones in neighborhoods that are safe for elementary and middle schoolers to easily get to school by themselves and build independence/stay healthy from a good age

♥ Something I LOVE about Frisco... | 18 days ago  
Like 👍+11 Dislike 👎

I like the bigger city amenities that our small town offers. I like the vast choices of restaurants, shopping, and venues.

♥ Something I LOVE about Frisco... | 18 days ago  
Like 👍+4 Dislike 👎-1

Many places to eat, shop and live, and enjoy. Convenient and diverse options for all types of interests.

♥ Something I LOVE about Frisco... | 17 days ago  
Like 👍+1 Dislike 👎

I love that Frisco is full of families. I coach soccer in a local park and love seeing so many parents with their children.

♥ Something I LOVE about Frisco... | 17 days ago  
Like 👍+4 Dislike 👎-1

I love that Frisco is investing more in the Arts to create opportunities for "Makers". This requires future thinking and will create a more balanced and equitable economic base. Cities that thrive long-term invest in the Creative Economy. Frisco's new tagline needs to be "Come for the Sports, Stay for the Arts."

♥ Something I LOVE about Frisco... | 17 days ago  
Like 👍 Dislike 👎

## What do you *love* about Frisco?

### Virtual Comments

I like the bigger **city amenities** that our small town offers. I like the vast **choices of restaurants, shopping, and venues.**

I love that Frisco is **full of families.** I coach soccer in a local park and love seeing so many parents with their children.

The new **library** and all of the digital and in person **services** and activities offered.

I love the **diversity** and **energy** of Frisco.

The roads are generally **well-maintained.** Low crime rates. Large swaths of **parks** and **greenspace.**



# Visioning Feedback



We need more large trees and trees in general. Have you seen the myriad botanical garden in Oklahoma city? That place is amazing. We need something like that, that can bring in people from all over, and for us to appreciate. We have the space in grand park. We just need to finally do something about it.



Something I'd CHANGE about Frisco... | 17 days ago  
Like +10 Dislike

The city has grown too quickly. I am afraid we are outgrowing our resources. Traffic is a challenging We need an animal shelter. It is travesty that a city of this size can't find it in the budget to care for our animals.

Something I'd CHANGE about Frisco... | 11 days ago  
Like +3 Dislike -3

As already mentioned, the Rail District is lacking a train that people can ride on to go places. The Museum of the American Railroad would make a great commuter rail and / or Amtrak station.

Something I'd CHANGE about Frisco... | 11 days ago  
Like +4 Dislike

Our community embraces the Arts a great deal more than sports yet the bricks on the ground do not reflect that. Introduce opportunity for arts and sports "not" mainstream.

Something I'd CHANGE about Frisco... | 11 days ago  
Like +2 Dislike

Frisco needs our own an animal shelter.

Something I'd CHANGE about Frisco... | 14 days ago  
Like +15 Dislike -2

## What would you **change** about Frisco?

### Virtual Comments

Please invest in an **animal shelter**.

**Congestion** of people and traffic patterns; out of reach home values.

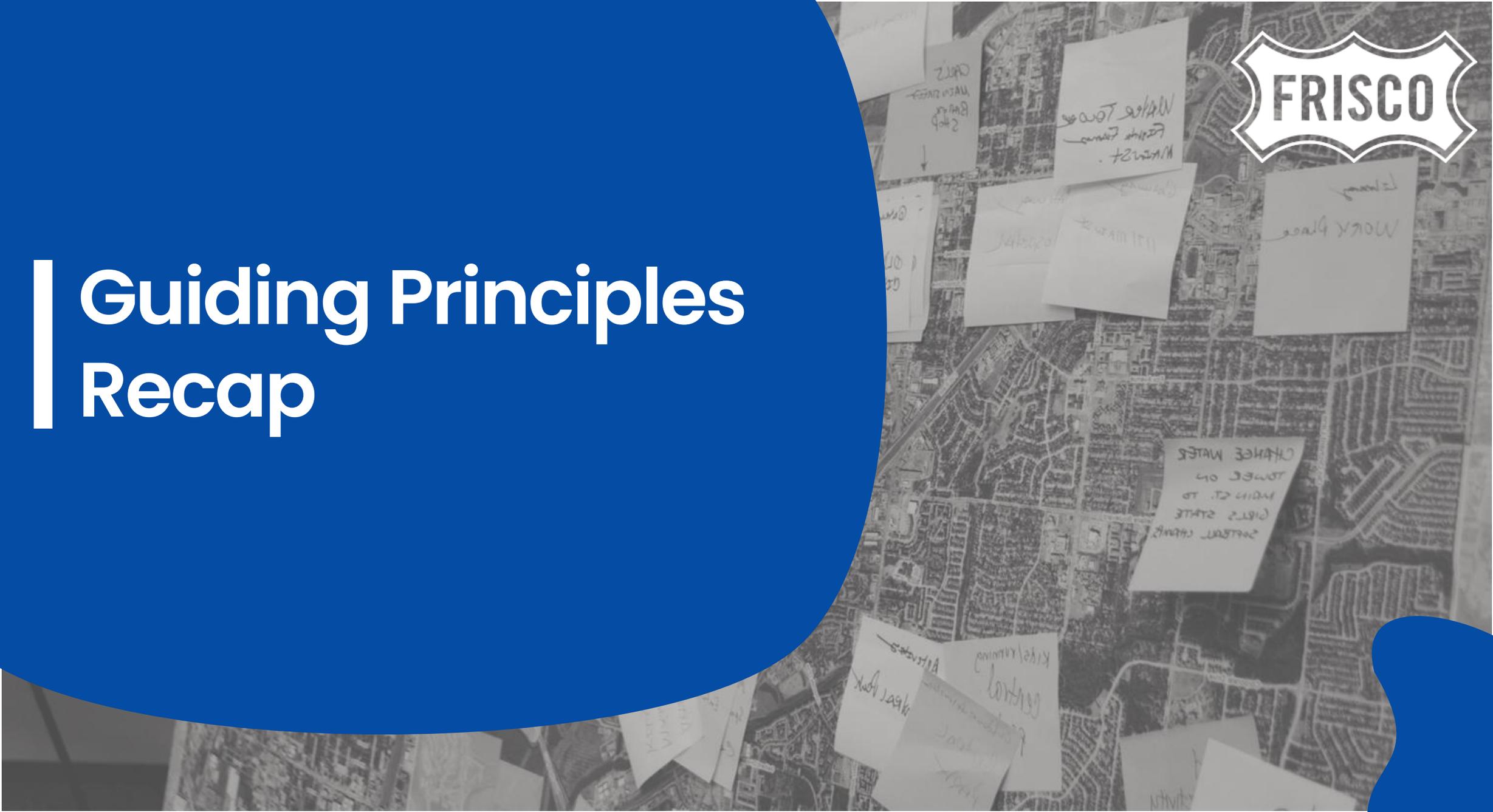
This would be an ideal location for a **train station** to serve events at and around Toyota Stadium.

There needs to be **more parks and trails** on this part of the city.

**Trees along legacy road** instead of empty islands.

I would add **more water features**.

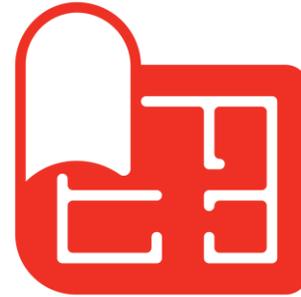
# Guiding Principles Recap



# Guiding Principles



Culture &  
People



Development &  
Design



Housing &  
Community



Jobs &  
Finances



Regionalism  
& Influence

# GP #1: Culture & People



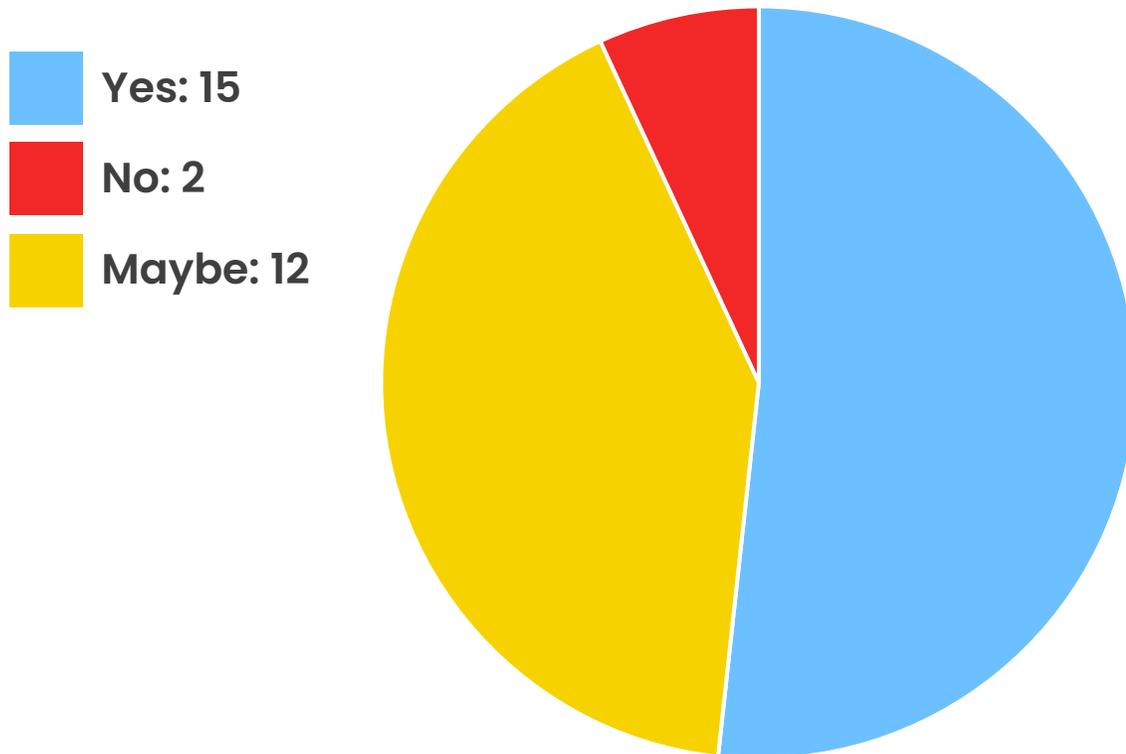
## Frisco's culture of success...

- **creates** a premier, safe, and comfortable place to live,
- **engages** a diverse range of individuals, and
- **provides** innovative outcomes for existing and future residents.





# GP #1: Culture & People



Does this principle reflect **Frisco's values**?

What do **culture & people** mean to you?

## Virtual Comments

Embracing many different **traditions, ideas, beliefs** and philosophies

Culture is reflective of the people it engages.

People of **various cultures living together** in harmony.

It means the ability to **live the life you want** in the town you live in - through **individual** or **group** efforts.

Embracing the **diverse cultures** of all the people who live in Frisco.

# GP #2: Development & Design



## Frisco's built environment...

- **plans** for the efficient, appropriate, and desirable arrangement of land use, buildings, and transportation choices, and
- **focuses** on meeting the needs of existing and future residents, visitors, and business owners alike.



# GP #2: Development & Design



## Guiding Principle #2:

# Development & Design



### Frisco's built environment...

...**plans** for the efficient, appropriate, and desirable arrangement of land use, buildings, and transportation choices, and

...**focuses** on meeting the needs of existing and future residents, visitors, and business owners alike.

More space  
walkways to walk  
high density  
plans to meet  
the need to be  
community

Developed a  
walkable space  
around public  
space

More built  
building  
plans to meet  
the need to be  
community

Does this principle reflect  
**Frisco's values?**  
What do **development & design**  
mean to you?

Write your comment on a sticky note and place below!

Sticky notes include:

- Fiscally sustainable development
- More bike trails
- General accessibility walking trails, efficient traffic patterns/systems - all great development initiatives!
- Public Accessible More Ball!
- Walkable destinations around Frisco
- More sustainable solutions - green, walkable, efficient for citizens of future
- allow more walkable destinations around Frisco!
- Community being always in front
- More public space for people to walk
- Efficient traffic patterns/systems - all great development initiatives!
- Public Accessible More Ball!
- Walkable destinations around Frisco
- More sustainable solutions - green, walkable, efficient for citizens of future
- allow more walkable destinations around Frisco!



Does this principle reflect **Frisco's values?**  
What do **development & design** mean to you?

## In-Person Comments

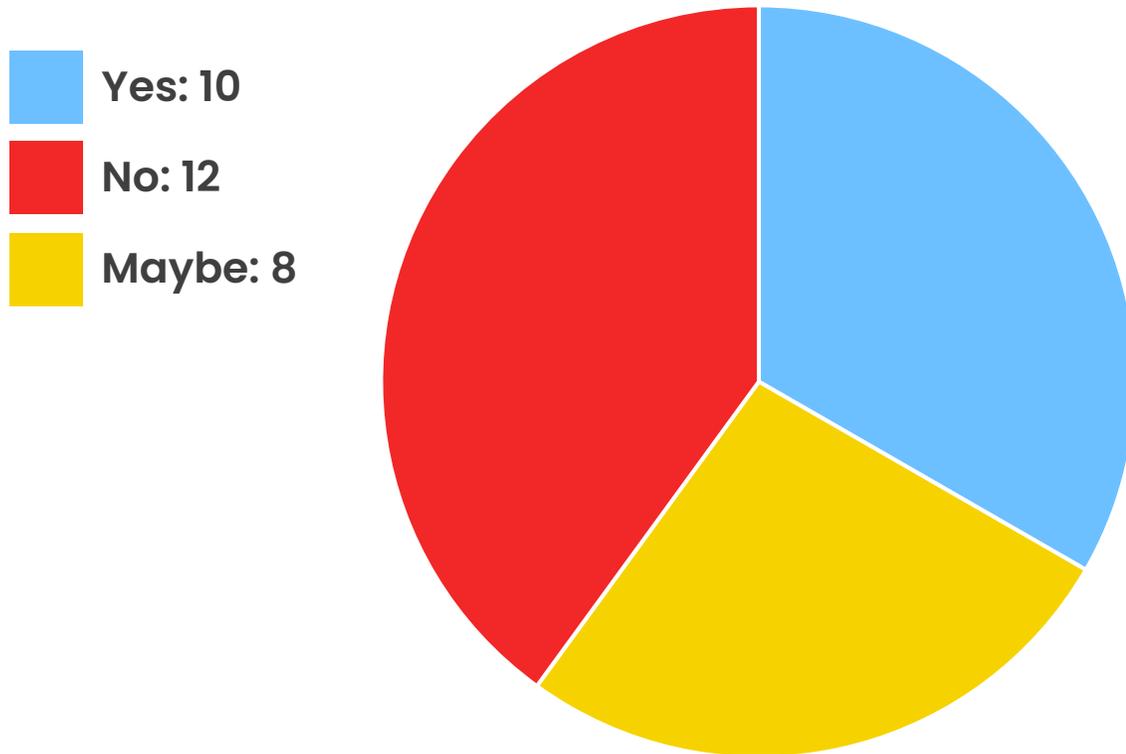
Intentional + thoughtful **green spaces** available to all

**Fiscally sustainable** development

General **accessibility**, **walking** trails, **efficient** traffic patterns/systems - all great development initiatives!

Allow more **walkable destinations** around Frisco

# GP #2: Development & Design



Does this principle reflect **Frisco's values**?  
What do **development & design** mean to you?

## Virtual Comments

This also needs to include language around **sustainability** vs. implying it

Planning of City build out is important to **control traffic issues**. It is clear a lot of Frisco was not planned efficiently with traffic in mind

Considering the most efficient traffic flow, and weight on infrastructure- including **utilities** and **quality of life** of residents when planning & zoning

Have **business** and **entertainment options for residents** so we don't have to travel too far

# GP #3: Housing & Community



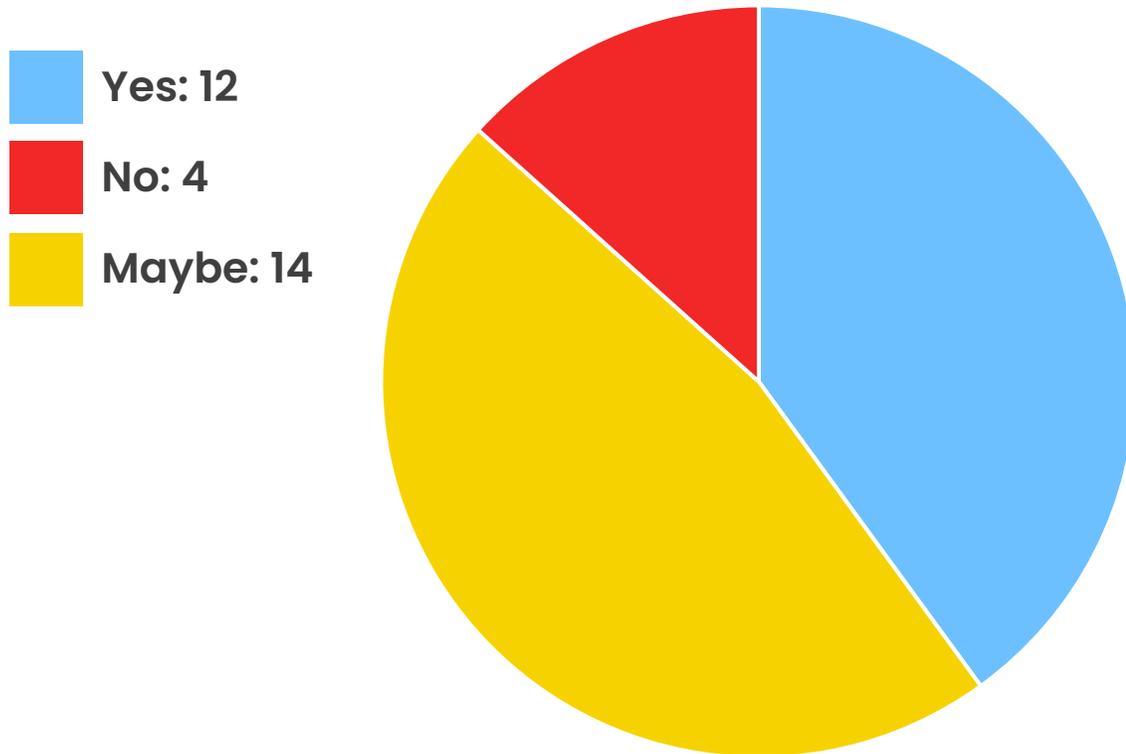
## Frisco's neighborhoods...

- **promote** inclusive opportunities for individuals of all ages and backgrounds to live, work, and
- **contribute** to the City's historic and ongoing success.





# GP #3: Housing & Community



Does this principle reflect **Frisco's values**?  
What do **housing & community** mean to you?

## Virtual Comments

We need to create a city where families can **afford a home** and have **good jobs close to home**. We need to attract more Fortune 500 companies.

We should have housing and communities that **can accommodate all**.

Master planned communities where people can **work, shop, and live**. For example, Wade park is a good start.

Standards of development that are consistent with **varieties of lifestyle**

# GP #4: Jobs & Finances



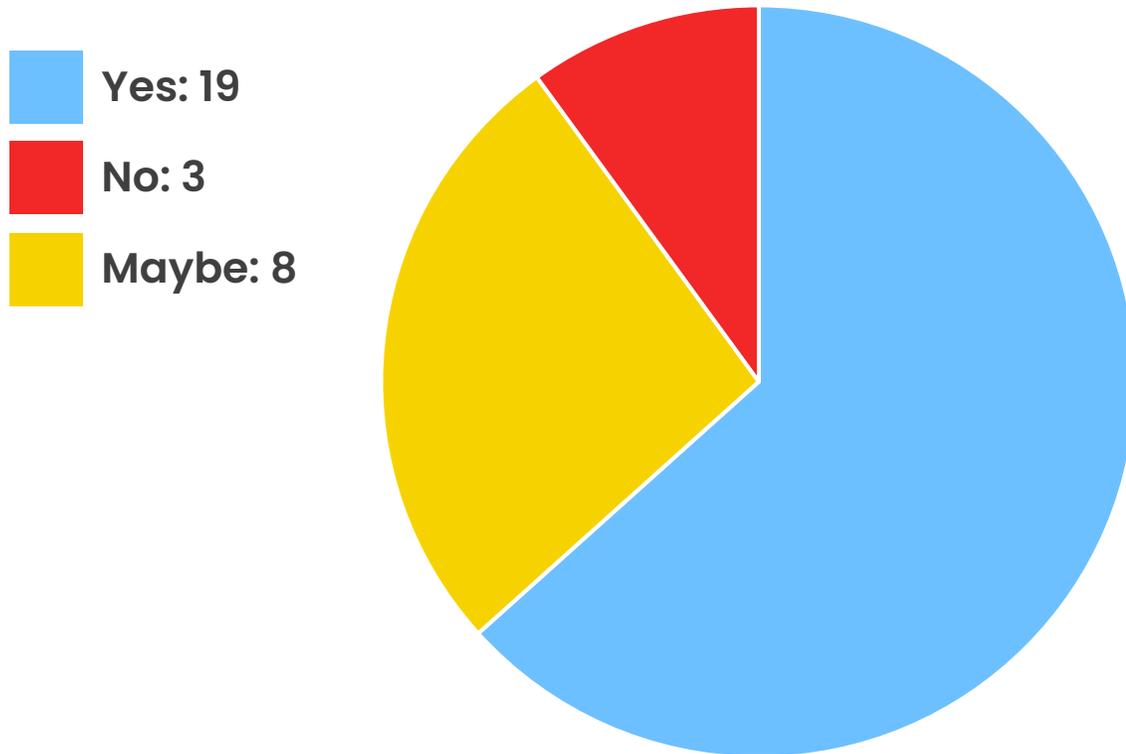
## **Frisco's economic environment...**

- **offers** a financially stable setting for big and small cutting-edge industries, partnerships, and businesses, and
- **fosters** a resilient job market with diverse opportunities for residents and investors.





# GP #4: Jobs & Finances



Does this principle reflect **Frisco's values**?

What do **jobs & finances** mean to you?

## Virtual Comments

The jobs in Frisco need to **reflect the home values** and expertise of the residents. People in Frisco **shouldn't have to commute** to downtown D to work.

Providing framework that is **attractive to development** and **growth** of multiple employment skill levels

Bring in companies to help **keep our tax rate low** and provide good jobs to residents.

**Resilient** job market would need to include either **transportation options** for service workers or more **affordable housing** options

# GP #5: Regionalism & Influence



## Frisco....

- **offers** world-class opportunities, lifestyles, and experiences,
- **leads and influences** the North Texas Region, State of Texas, and country in community planning and design, and
- **appeals** to a global audience as a destination.



# GP #5: Regionalism & Influence



## Guiding Principle #5: **Regionalism & Influence**



### Frisco...

- ...**offers** world-class opportunities, lifestyles, and experiences,
- ...**leads** and influences the North Texas Region, State of Texas, and country in community planning and design, and
- ...**appeals** to a global audience as a destination.

Does this principle reflect Frisco's values?  
What do **regionalism & influence** mean to you?

Scan the QR code with your phone to participate online.

Does this principle reflect **Frisco's values**?  
What do **regionalism & influence** mean to you?

### In-Person Comments

Embrace the **arts**, so that we appeal to a global market

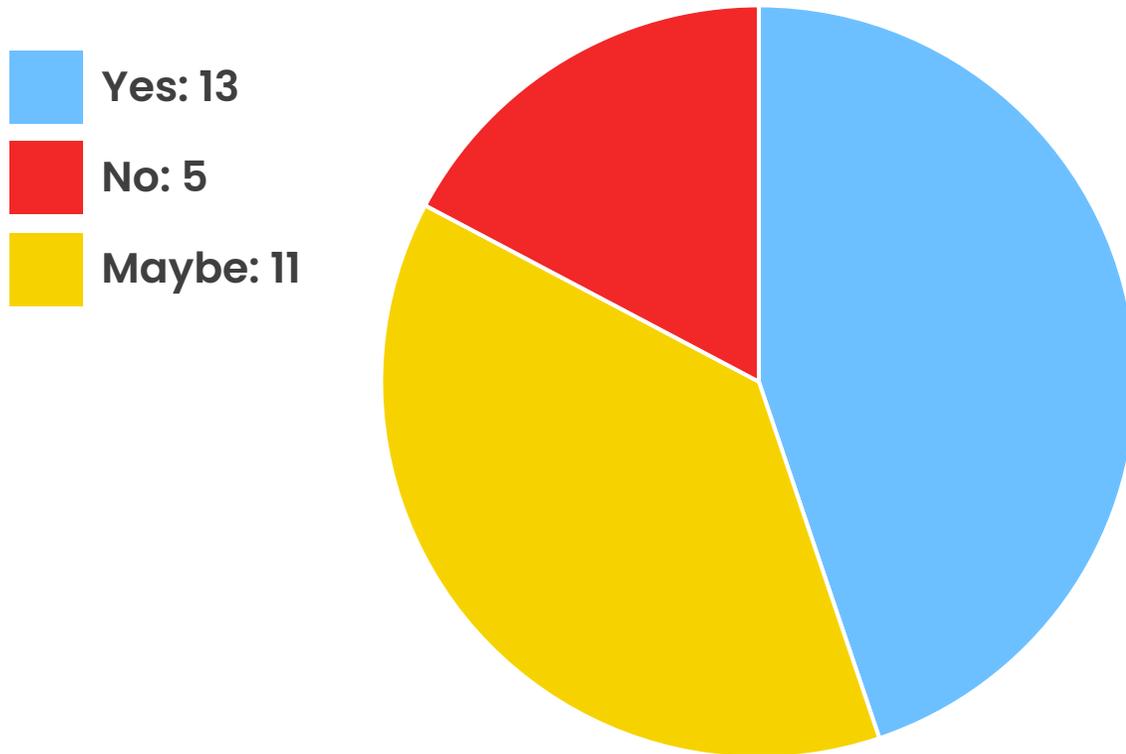
Regionalism & Influence means

- **CREATING STRATEGIC IMPACT** thru **Partnerships & collaborations**
- Being **Inclusive**
- Creating Community **Engagements**

Celebrate **diverse cultures**, inclusive communities

**Coordinate** with other cities

# GP #5: Regionalism & Influence



Does this principle reflect **Frisco's values**?  
What do **regionalism & influence** mean to you?

## Virtual Comments

Frisco does well in this area **concerning sports**, but I'd like to see **arts** addressed as well

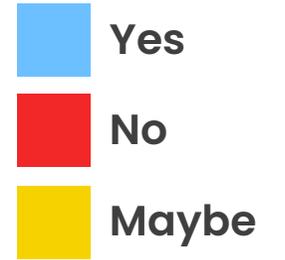
Residents don't want **tourists**.

We need to **positively influence the region** and set an **example** for other communities. We need to connect more with nature.

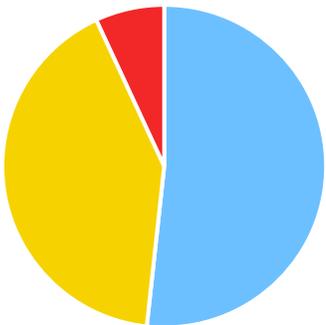
Regionalism and Influence means to me that our community is a leader and is **model to other communities**.

# Should any GPs be revisited?

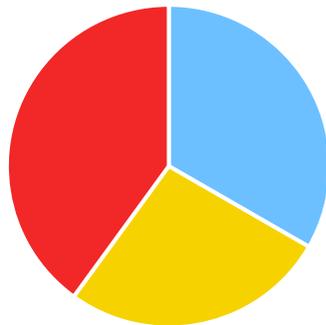
**“Does this principle reflect Frisco’s values?”**



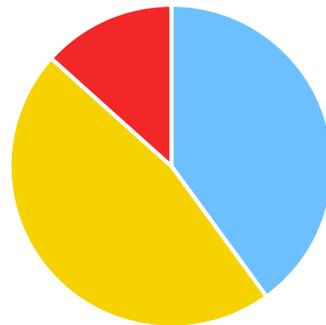
Culture &  
People



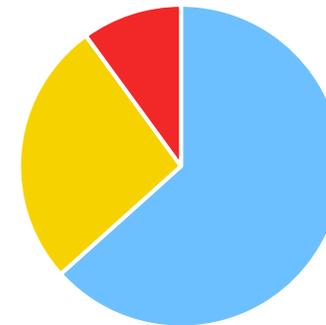
Development &  
Design



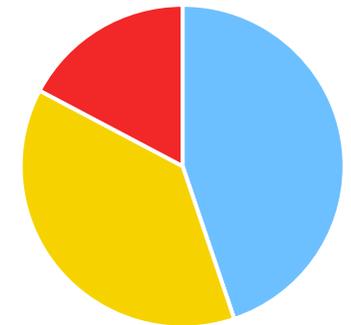
Housing &  
Community



Jobs &  
Finances



Regionalism  
& Influence



# Draft Land Use Objectives



LEAVE  
NATURAL  
GREEN AREAS  
GO VERTICAL  
WITH MIXED USE

Nature preserve like  
Frisco Hills  
without shelter  
or barbecue  
Zoo

STAR RANCH

PRESTON RD

COITT RD

INDEPENDENCE PKWY

MULATER RD

COLLEGE PKWY

WADE BLVD

HILLCREST RD

LEBANON RD

OHIO DR

PARKWAY













# Draft Land Use Objectives



## Objective #LU.1

Ensure that land use decisions  
**preserve environmental** factors and  
**support innovative** design.

Strategies and Actions may address...

...lot coverage adjustments.

...conservation subdivisions and easements.



# Draft Land Use Objectives



## Objective #LU.2

Encourage a **balance of land uses** to **serve the needs** of citizens and to ensure a **diverse economic** base.

Strategies and Actions may address...

...integrating land uses.

...plugging gaps in land use categories.



# Draft Land Use Objectives



## Objective #LU.3

Invest in **Frisco's future** by catering to **all generations**.

Strategies and Actions may address...

...renewable energy systems and technology.

...indoor and outdoor entertainment options.

...higher education entities.



# Draft Land Use Objectives



## Objective #LU.4

Encourage **desirable, efficient land uses** while maintaining and **enhancing local aesthetics.**

Strategies and Actions may address...

...quality design criteria within denser development.

...adverse development impacts on neighborhoods.



# Draft Objectives



Do the proposed Objectives reflect Frisco's **needs**, the **community's input**, and the **guiding principles**?

What **changes** would you make?

## Objective #LU.1

Ensure that land use decisions preserve environmental factors and support innovative design.

## Objective #LU.2

Encourage a balance of land uses to serve the needs of citizens and to ensure a diverse economic base.

## Objective #LU.3

Invest in Frisco's future by catering to all generations.

## Objective #LU.4

Encourage desirable, efficient land uses while maintaining and enhancing local aesthetics.



# Draft Housing Objectives











# Housing Feedback



## Help guide the future of Frisco's... **Housing & Neighborhoods**



**What housing types are missing in Frisco?**  
Write your comment on a sticky note and place below!

**How will future generations live and thrive in Frisco?**  
Write your comment on a sticky note and place below!

**What makes living in Frisco a unique experience?**  
Write your comment on a sticky note and place below!

Scan the QR code with your phone to participate online

## What makes living in Frisco a **unique experience** in Frisco?

### Virtual Comments

Farmers Market, Downtown, Veterans Day Parade

My parents and I were native born, and I have seen amazing growth and progress in my 66+ years of connection here. **It is a special place.**

The **sports** and **entertainment** options

Young and **dynamic communities**, sports, entertainment, commercial spaces

Small town feel, **easy access** to so many things

# Draft Housing Objectives



## Objective #HN.1

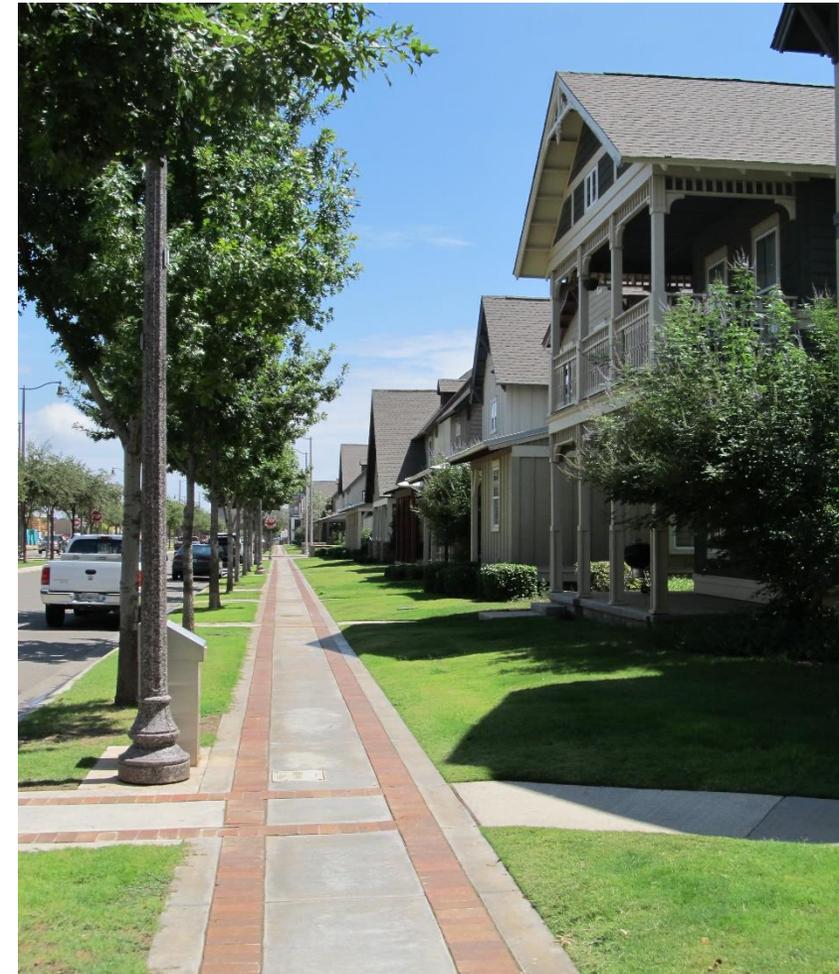
Plan for **lovable, resilient neighborhoods.**

Strategies and Actions may address...

...design neighborhoods around walkability.

...gifts-to-the-street supporting social interaction.

...high-quality, durable building construction.



# Draft Housing Objectives



## Objective #HN.2

Encourage **inclusive housing choices**.

Strategies and Actions may address...

- ...align with economic development housing needs.
- ...variety of housing choice.
- ...multi-generational single-family housing options.
- ...accessory dwelling units (ADUs).



# Draft Housing Objectives



## Objective #HN.3

**Strengthen existing** neighborhoods, and  
**monitor transitions.**

Strategies and Actions may address...

...compatible infill housing.

...encourage reinvestment.

...reviewing development standards.



# Draft Housing Objectives



## Objective #HN.4

Provide **vibrant public spaces** and a **healthy environment** that use focal points and improve the **quality of life** for residents.

Strategies and Actions may address...

- ...high-quality open spaces.
- ...improved access to open space.
- ...urban tree canopy coverage.



# Draft Objectives



Do the proposed Objectives reflect Frisco's **needs**, the **community's input**, and the **guiding principles**?

What **changes** would you make?

## Objective #HN.1

Plan for lovable, resilient neighborhoods.

## Objective #HN.2

Encourage inclusive housing choices.

## Objective #HN.3

Strengthen existing neighborhoods, and monitor transitions.

## Objective #HN.4

Provide vibrant public spaces and a healthy environment that use focal points and improve the quality of life for residents.



**FRISCO**

# Next Steps



# Comments or Questions?

Thank you!

